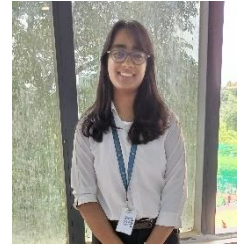


SOUMYA MALVIYA

. Contact: +91 8349680826 |

E-mail: malviyasoumya1301@gmail.com |

LinkedIn: <https://www.linkedin.com/in/soumya-malviya-841573247/>



PROFILE SNAPSHOT

- Dynamic and results-driven **BBA graduate** with expertise in social media management and digital marketing strategies.
- Hands-on experience in crafting engaging content and optimizing campaigns to boost brand visibility.
- Proficient in tools such as **Canva, Photoshop, CapCut, and YouTube Studio** for creating impactful multimedia solutions.
- Skilled in analysing performance metrics to refine content and improve audience engagement.
- Proven ability to manage projects independently while aligning them with organizational goals.
- A creative thinker with a passion for storytelling and fostering community engagement

PROFESSIONAL PROFILE

Meena Events, Bhopal (MP)

E3/114, 10 Number Market, Arera Colony, near SBI Bank, Bhopal, 462016

Instagram Handle:

https://www.instagram.com/meena.events?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==

- Developed and executed tailored social media strategies to boost Instagram and YouTube growth.
- Designed high-quality, brand-focused video content to enhance the online presence.
- Managed multimedia creation and on-site coverage for events to maximize promotional efforts.
- Conducted thorough performance analysis to refine social media campaigns.
- Aligned social media initiatives with the company's broader marketing objectives.

Chai Time Stories (Live Project)

Instagram Handle:

https://www.instagram.com/chaitimestories?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==

- Launched "Chai Time Stories," an Instagram page featuring nostalgic content.
- Created and managed engaging posts to build community engagement.
- Used innovative content strategies to develop a loyal follower base.
- Regularly analysed audience trends to adjust content direction.

Content Creator

Marketing Doctor (YouTube Channel)

YouTube Channel Link : <https://youtu.be/rzkL93uu6GQ?feature=shared>

- Produced high-quality educational videos on marketing concepts.

- Gained advanced proficiency in video editing and YouTube Studio tools to ensure seamless delivery of content.
- Designed visually compelling and brand-aligned graphics using Canva and Photoshop.
- Reviewed and analysed YouTube performance metrics to identify trends and improve audience engagement

Linton Blouse (West Bengal)

Instagram Handle:

https://www.instagram.com/lintonblouse?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==

- Partnered with Linton Blouse, a clothing brand, to address Instagram engagement challenges through a comprehensive analysis and presentation of solutions.
- Developed and implemented targeted strategies, leading to a significant increase in customer reach and interaction.

Core Competencies

- Proficient in developing social media strategies for platforms like Instagram and YouTube.
- Skilled in creating engaging content, including videos and graphics using tools like Canva and Photoshop.
- Experienced in performance analysis to refine social media campaigns and improve engagement.
- Expertise in multimedia event coverage aligned with brand marketing goals.
- Strong ability to build and engage communities through innovative content strategies.

Hobbies

Playing badminton (State-level participant).

Photography and videography

Skills

- **Technical Skills:** Video editing (CapCut, YouTube Studio), Graphic designing (Photoshop, Canva).
- **Marketing Skills:** Content strategy, campaign execution, and audience engagement.
- **Analytical Skills:** Performance tracking and data analysis for content optimization.
- **Soft Skills:** Team collaboration, creativity, adaptability, and problem-solving.

EDUCATION

Qualification	Institute	Year	Percentage/CGPA
BBA	Jagran Lakecity University, Bhopal	Ongoing	8 CGPA
Class XII (Commerce + Computer Science)	Jawahar Navodaya Vidyalaya, Ujjain	2021	86%
Class X	Jawahar Navodaya Vidyalaya, Ujjain	2019	79%

EXTRA-CURRICULAR ACTIVITIES

- Participated in State-Level Badminton
- Participated in Cluster level sports

CO-CURRICULAR ACTIVITIES

- Participated in National Science Congress (2019)
- Part of the Start-up and Entrepreneurship Club